Green Journals

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Journal Information

Journal Title	Marketing Science and Inspirations
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Classification History

Year	A+	A	B	C
2026				
2025			✓	
2024			✓	
2023			✓	
2021/2022			✓	
2020			✓	
2019			✓	
2018				

Classification: The table above shows all journal classifications recorded for each classification year in the Green Journals database. A journal may have more than one classification in the same year.

Recent Articles

Adoption of artificial intelligence in tourism agencies: realities and challenges. A field study of tourism agencies in Bordj Bou Arréridj, Algeria.
2026-6-30 Vol. 21 Issue 2 Pages 17-37
Authors: Nadia Tahmi, Soria Ladour, Mahdjouba Benchohra
DOI: 10.46286/msi.2026.21.2.2

Generations Z and Y perspectives on food waste: The role of marketing communication on sustainable behaviour
2026-6-30 Vol. 21 Issue 2 Pages 2-16
Authors: Adriana Mateášiková, Dávid Takács, Ingrida Košičiarová et al.
DOI: 10.46286/msi.2026.21.2.1

The transformation of the music industry supply chain in the new phygital scenario. Towards a hybrid consumer.
2026-6-30 Vol. 21 Issue 2 Pages 38-50
Authors: Álvaro Fierro, Gloria Aparicio, Pilar Zorrilla
DOI: 10.46286/msi.2026.21.2.3

The mediating role of demarketing in the relationship between perceived quality and smoking cessation in Algeria. Part I.
2026-6-30 Vol. 21 Issue 2 Pages 51-57
Authors: Farid Abid
DOI: 10.46286/msi.2026.21.2.4

Breaking the micro-agency assessment bottleneck: Embedded analytics for e-commerce port-folio management. Part II.
2026-4-30 Vol. 21 Issue 1 Pages 2-12
Authors: Angelo Luca
DOI: 10.46286/msi.2026.21.1.1

Occupational stress in the marketing profession: An empirical analysis of stressors
2026-4-30 Vol. 21 Issue 1 Pages 31-42
Authors: Pavel Rosenlacher, Klára Černá, Huyen Nguyenová
DOI: 10.46286/msi.2026.21.1.3

Unpacking the black box: How algorithmic transparency and user control shape trust, satis-faction, and purchase intent in the AI era.
2026-4-30 Vol. 21 Issue 1 Pages 13-30
Authors: Rim Akkarene, Nabil Bouda
DOI: 10.46286/msi.2026.21.1.2

Analysis of the use of selected social networks in Slovak theatres
2026-4-30 Vol. 21 Issue 1 Pages 43-53
Authors: Renáta Cenková
DOI: 10.46286/msi.2026.21.1.4

The IKEA effect in human-AI collaboration: Does the effect exist for non-physical products? Part II.
2025-12-31 Vol. 20 Issue 4 Pages 2-11
Authors: Nikolett Czuprak, Renata Nemeth
DOI: 10.46286/msi.2025.20.4.1

Form ideas to innovation: A creativity-driven model for new product development in the Algerian agro-food industry
2025-12-31 Vol. 20 Issue 4 Pages 12-25
Authors: Sabrina Boukellal, Hakima Souki, Mohand Chitti
DOI: 10.46286/msi.2025.20.4.2